

Strategic Plan FY 13-15 Draft

The Kansas Creative Arts Industries Commission is a program in the Kansas Department of Commerce focused on the creative sector of the Kansas economy. The commission is dedicated to measuring, promoting, supporting and expanding the creative arts to grow the state's economy and enhance the quality of life.

The creative arts industries sector includes individuals, private businesses, and non-profit organizations primarily involved in design, film/media, literary/publishing, performing arts, visual arts, and other cultural heritage disciplines. Creatives refers to individual artists and professionals working in the above fields.

Mission: To promote, support, and develop the creative arts in Kansas through partnership, innovation, job growth and entrepreneurship.

Vision: The Kansas Creative Arts Industries Commission envisions a robust statewide creative arts sector that fosters and promotes the following:

- An enhanced quality of life and a growing Kansas economy
- Significant and sustained investment in the creative arts.
- Dynamic partnerships between non-profit arts and cultural organizations, public institutions, and private businesses.
- A strong brand identity for Kansas creative arts work and services.
- A national reputation for creative arts enterprises and experiences.
- A highly skilled and integrated creative workforce.

Values:

- Experimentation, Artistic Excellence, & Quality
- Innovation & Entrepreneurship
- Wide demographic reach, universal access and local impact
- Integrated cultural, public, and private sector collaboration
- Civic enrichment through measurable cultural and economic return on investment

Goals:

- 1. Increase participation in the creative arts in Kansas
- 2. Foster collaborations that strengthen the role of the creative arts in economic development
- 3. Promote Kansas creative arts assets
- 4. Support the value of creative and artistic skills in all levels of education and workforce development

Goal 1: Increase participation in the creative arts in Kansas

Objective A: Increase access to direct financial support for creatives and creative enterprises.

- Strategy 1. Develop funding mechanisms that align with strategic goals and community needs.
 - 1. Regularly evaluate grant programs and application processes to determine effectiveness, relevancy and clarity.
 - 2. Routinely seek public input on the needs and challenges facing the creative arts sector.

Strategy 2. Identify other public and private funding opportunities.

- 1. Compile and communicate to the creative arts sector detailed information on financial support mechanisms such as existing Commerce programs, local and national grants, foundation grants, loans, etc.
- 2. Leverage KCAIC funds with other state and national funding sources.

Objective B: Strengthen KCAIC role as a primary and trusted partner for creative artists, organizations and businesses.

Strategy 1. Act as a communications hub for the creative arts community.

- 1. Develop and foster regional communication networks through regular meetings.
- Develop and maintain a dynamic and informative website that fosters and promotes communication amongst the creative arts sector, the KCAIC, and the citizenry of Kansas.
- 3. Periodically publish an e-newsletter to creative arts sector, economic development, and tourism email lists.
- 4. Use social media to expand messaging impact and foster conversation.

Strategy 2. Provide exemplary customer service to constituents

- Work with national arts and economic development associations to identify and implement best practices.
- 2. Develop systems that allow for prompt response to constituent needs and requests.
- 3. Utilize technology to provide constituents efficient and relevant online services.
- 4. Seek input from the creative arts sector on service needs and suggested improvements.
- Maintain and nurture partnerships that stimulate and encourage increased public participation in arts experiences, opportunities for art in public spaces, and financial support for creative endeavors.

Objective C: Increase access to services by underserved populations.

- Strategy 1. Target prospective grant applicants and program participants in underserved areas and devise targeted outreach efforts.
 - 1. Identify creative artists and organizations in underserved communities and actively promote opportunities in those areas.
 - 2. Conduct grant workshops to educate and assist new applicants.
 - 3. Encourage creative arts entities to promote services and programs to underserved populations in their area.
 - 4. Support scholarship programs offered by creative arts organizations.

Goal 2: Foster collaborations that strengthen the role of the creative arts in economic development

Objective A: Develop and communicate the value and economic impact of the arts statewide.

- Strategy 1. Meet with key partners in local government and civic leadership to communicate the economic and cultural benefits of the arts.
 - Compile and broadcast arts and economic impact data to legislative and business partners.
 - 2. Work with the Departments of Labor and Revenue to annually measure the scale and revenue of the creative arts sector.
 - 3. Identify and develop tools to assist communities and organizations in tracking program impact and return on investment.

Strategy 2. Encourage and increase participation from the creative arts sector in initiatives to grow the state's economy.

- Participate in community meetings and economic development conferences to educate decision makers and business leaders about the vital role the creative arts play in economic and community development efforts.
- 2. Provide information via the web on support services for the creative arts sector that includes chambers of commerce membership information, technical assistance, legal support, job searches, etc.
- 3. Encourage local economic development organizations, including chambers of commerce, to recruit more creative arts enterprises as members.

Objective B: Support dynamic partnerships between cultural, public and private entities.

- Strategy 1. Support state, regional and community initiatives to utilize the arts to attract people and businesses.
 - 1. Develop resources for communities that want to incorporate the arts into community and economic development strategies.
 - 2. Develop programs and networking opportunities that encourage partnerships and communication amongst the creative arts, public, and private sectors.
 - Create an ex-officio board consisting of knowledgeable and respected members from the creative arts, public, education and private sectors that will assist the KCAIC in developing policy priorities.
 - 4. Collect and share information on communities that have successfully designated creative arts districts and can serve as models for other Kansas communities.
 - 5. Promote cultural planning in Kansas communities and share information and best practices from communities that have successfully implemented that process.

Strategy 2. Support and assist artist residencies, especially in underserved areas.

- 1. Partner with communities and regions to coordinate artist residencies that will allow for regional exchanges and dialogue amongst artists and communities.
- 2. Encourage post-secondary intuitions to develop a creative arts corps of graduate students who will participate in residencies in rural and underserved areas of Kansas.

Objective D: Create and expand professional development and networking opportunities for creatives.

- Strategy 1. Support partner organizations that can provide support services to the creative sector.
 - 1. Identify and partner with programs offering professional development services such as Artist, Inc., Network Kansas, and KSBDC to conduct business training workshops for creative artists and board and staff training for creative arts organizations.
 - Identify and support networks and associations that encourage multi-disciplinary collaboration.
 - 3. Partner with other creative arts associations to organize an annual multidisciplinary statewide Kansas Creative Arts Industry Summit.

Goal 3: Promote Kansas creative arts assets

Objective A: Promote the value and visibility of the arts to all citizens of Kansas.

Strategy 1. Educate communities on the importance and impact of their creative assets.

- 1. Issue press releases on creative arts issues of statewide importance and relevancy.
- 2. Foster relationships with local convention and visitors bureaus and chambers of commerce to gather and share information on local and regional creative arts assets.
- 3. Utilize website databases to promote artists, organizations, venues, events, projects and businesses.

Objective B: Promote Kansas as a creative and innovative place to live and work.

- Strategy 1. Identify and cultivate programs celebrating our creative accomplishments and cultural heritage.
 - 1. Encourage local marketing efforts that highlight local creative assets.
 - 2. Encourage Commerce and other economic development organizations to include and promote creative arts assets and local quality of life in business recruitment efforts and international trade missions.
 - 3. Encourage and support regional branding efforts that highlight the unique and diverse qualities of all areas of Kansas, including historically underserved populations.
- Strategy 2. Partner with the Department of Tourism and other organizations to promote cultural tourism
 - 1. Partner with Tourism to encourage cultural tourism product development and marketing.
 - 2. Develop an Arts Trails section of the website to promote creative arts entities statewide.

Objective C: Develop national recognition for the creative and artistic attributes of Kansas communities and the work of local creative artists.

- Strategy 1. Develop a brand and marketing campaign for Kansas creative arts products and services.
 - 1. Develop a statewide branding and marketing campaign with the assistance and buy in of the creative arts sector.
 - 2. Develop programs that assist artists and organizations with their own marketing needs.
 - 3. Cultivate relationships with media including traditional and new media outlets to encourage increased coverage on creative arts events and accomplishments.

- Strategy 2. Promote Kansas film production assets and locations.
 - 1. Maintain the functionality of the FilmKansas website.
 - 2. Continue to update the production guide and locations library.
 - 3. Continue to respond to film requests to provide an efficient and productive production experience to projects shooting in Kansas.

Goal 4: Support the value of creative and artistic skills in all levels of education and workforce development

Objective A: Support integrated creative arts learning in Kansas educational institutions.

- Strategy 1. Support and promote arts integrated learning in educational institutions to increase student success, foster creative thinking, and develop critical job skills.
 - 1. Develop programs that fund arts integrated learning and applied creative skill building as a strategy for increased student success and enhanced workforce readiness.
 - 2. Provide information to education leaders, the creative arts sector, decision makers, and workforce development professionals on the concepts and benefits of arts integration.

Objective B: Promote the benefits and value of arts education.

- Strategy 1. Connect the creative sector with education programs that prepare Kansas students to fill creative occupations or be creative entrepreneurs.
 - 1. Compile and disseminate data regarding the positive effects of arts education on student performance.
 - 2. Present at workforce training and skills summits about the role of arts education in creating a better-prepared workforce and the importance of creative skills in all economic sectors.
 - 3. Encourage economic development organizations, technical schools and community colleges, to develop certificate programs and technical education curricula in the creative arts industries.

Objective C: Increase professional development for educators and trainers.

- Strategy 1. Partner with educational institutions and economic development organizations to encourage the expansion of the number and types of training for the creative arts sector.
 - 1. Develop a resource bank of successful arts education programs, best practices, and technical assistance providers.
 - Partner with arts education organizations, the creative arts community, and workforce development providers to coordinate professional development opportunities for educators and trainers.
 - 3. Support and encourage arts based internships, mentorships, and apprenticeships.